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Technical Assistance Activities for Nutrition Education in the Food and Consumer Service Programs

Nutrition and Technical Services Division
Food and Consumer Service
U.S. Department of Agriculture
November 1994

INTRODUCTION

**The mission of the
Food and Consumer Service
is to alleviate hunger and to safeguard
the health and nutritional well-being
of the nation through the administration of
nutrition education and domestic food assistance programs.**

The purpose of the *Technical Assistance Activities for Nutrition Education in the Food and Consumer Service Programs* is to: 1) identify existing projects and initiatives, 2) identify contact persons, and 3) facilitate the exchange of ideas and materials. The projects and initiatives included in this publication were selected based on the following definition of nutrition education:

"Nutrition education is the process which enables individuals to gain the understanding and skills necessary to promote and protect their nutritional well-being through their food choices."

The inventory does not include FCS foodservice and nutrition services technical assistance efforts, administrative activities, monitoring or evaluation. The projects and initiatives, and their descriptions, were written by staff in the Regional Offices and at Headquarters. This publication updates the December 1992 *Inventory of Nutrition Education Activities* and is current up to October 1994.

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A. HEADQUARTERS EFFORTS

FCS Coordination/Representation on Inter-Agency and National Committees for Nutrition Education and Related Activities

Committee	Purpose	Responsible Office	FCS Representative(s)
1. USDA Subcommittee for Human Nutrition	To ensure communication among agencies involved in human nutrition within the Department and to explore and recommend positions on human nutrition related policy issue.	USDA Research and Education Committee, Secretary's Policy and Coordination Council Dr. Jacqueline Dupont, Chair, National Program Leader, Human Nutrition, ARS Jay Hirschman, Co-Chair FCS	Jay Hirschman, OAE
2. USDA Dietary Guidance Working Group	To ensure consistency in USDA dietary guidelines across USDA Agencies and DHHS Agencies to ensure that dietary guidance accurately reflects the USDA/DHHS dietary guidelines and is supported by research based knowledge and is objective in its presentation.	Agricultural Research Service, USDA Carole Davis, Acting Chair Agricultural Research Service	Elaine McLaughlin, NTSD
3. Maternal and Child Health Interorganizational Nutrition Group (MCHING)	Partnership of national, professional, voluntary, and federal agencies concerned with improving nutrition status of mothers, children and families through interorganizational collaboration and action.	Maternal and Child Health Bureau, DHHS Ann Prendergast, Senior Nutritionist, DHHS/HRSA	Patricia Daniels, NTSD

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Committee	Purpose	Responsible Office	FCS Representative(s)
4. American Academy of Pediatrics, Committee on Nutrition	To maintain an active liaison with Federal and local agencies concerned in all aspects of nutrition related to infants, children, and adolescents. Acquire data which will form the scientific basis for practical nutrition as presented in the Pediatrics Nutrition Handbook and Committee Statements.	American Academy of Pediatrics Dr. William J. Klish, Chair Raymond J. Koteras, Executive Secretary	Patricia Daniels, NTSD
5. DHHS Federal Health Communicators	To facilitate coordination and collaboration on health information.	Office of Disease Prevention and Health Promotion, DHHS Mary Jo Deering, Ph.D.	Elaine McLaughlin, NTSD
6. Interagency Task Force for Native American Nutrition Education	To respond to the need for greater and more effective nutrition education services for Native Americans	Food Distribution Division, Food and Consumer Service, USDA Philip K. Cohen, Chair	Jean Wirtz, NTSD Doris Dvorscak, SFPD Emma Ward, FSP Robert DeLorenzo, FDD
7. National Healthy Mothers/Healthy Babies Coalition:			
Membership Committee	To promote public education efforts in maternal and child health through collaborative activities and the sharing of information among professional, voluntary, and government organizations.	National Healthy Mothers/Healthy Babies (HMHB) Coalition Lori Cooper, Executive Secretariat	Dr. Helen Lilly, NTSD
Breastfeeding Promotion Committee	To promote public education efforts related to breastfeeding.	National HMHB Coalition, Brenda Lisi, Chair	Brenda Lisi, NTSD
Adolescent Pregnancy Committee	To promote public education efforts related to adolescent pregnancy.	National HMHB Coalition Katrina Holt, Chair National Center for Education in Maternal Child Health	Brenda Lisi, NTSD

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Committee	Purpose	Responsible Office	FCS Representative(s)
8. FCS/FNIC Ad Hoc Committee on Evaluation of Software Packages for NuMenus	To evaluate commercial nutrient analysis software for conformation with FCS Software Specifications for School Food Service.	Nutrition and Technical Services Division, Food and Consumer Services, USDA Cheryl Jackson-Brown, Chair	Cheryl Jackson-Brown, NTSD Wade Badger, IRMD
9. National School Health Education Coalition (NaSHEC)	To work toward the goal that every student in preschool through grade twelve shall receive a comprehensive school health education experience. To facilitate national level coordination, collaboration and communication among the NaSHEC organizations and provide a forum for discussion of school health education issues.	National School Health Education Coalition Stephen H. Kreimer, Executive Director Maureen Corry, Chair	Dr. Martha Poolton, NTSD
10. American School Health Association, Council on Nutrition Education and School Food Service, Council on Early Childhood Health Education and Services	To assist members of ASHA with their efforts to promote and conduct nutrition education and food service activities which will contribute to the development, improvement, and continuity of quality programs in the school environment. To assist ASHA members in obtaining current information on application of nutrition principles in nutrition education; school food service management training; and practices in school cafeteria operations, as they relate to the school nutrition program.	American School Health Association Tom Reed, Interim Executive Director Rosemary Gerrans President	Dr. Martha Poolton, NTSD
11. USDA/DHHS Nutrition Education Committee for Maternal & Child Health Publications	To maximize federal resources, eliminate duplication of effort, and ensure consistency in the provision of information.	USDA, Food and Consumer Service Brenda Lisi, Co-Chair DHHS, Maternal & Child Health Bureau Ann Prendergast, Co-Chair	Doris Dvorscak, SFPD
12. FDA Nutrition Education Task Force	This interagency task force serves as a forum for the exchange of materials and ideas on nutrition education and food safety.	Carole Shiffman FDA, Center for Food Science and Applied Nutrition	Elaine McLaughlin, NTSD

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Committee	Purpose	Responsible Office	FCS Representative(s)
13. Advisory Committee for NFSMI's Project on Nutrition Education Personnel National Food Service Management Institute (NFSMI)	To identify the roles and responsibilities of nutrition education personnel working with child nutrition programs at the local, state, regional and national levels.	Dr. Josephine Martin Executive Director, NFSMI Roy Maize Director of Applied Research, NFSMI	Jane Mandell, NTSD Louise Lapeze, SWRO
14. DHHS Ad Hoc Committee on Health Promotion Through Schools	To facilitate communication and coordination of work in interrelated programs among federal personnel involved in health promotion through schools.	Co-Coordinating Agencies: Office of Disease Prevention and Health Promotion, Department of Health and Human Services, (DHHS) Office of Educational Research and Improvement Fund for Improvement and Reform for Schools and Teachers Comprehensive School Health Education Program Department of Education, (ED) Bob St Peter, Coordinator, Schools Health Initiatives, ODPHP, PHS, DHHS, Co-Coordinator, Joseph Caliguro, Comprehensive School Health Education Program staff, ED, Co-Coordinator	Dr. Martha Poolton, NTSD

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Committee	Purpose	Responsible Office	FCS Representative(s)
15. Joint USDA/DHHS Nutrition Education Committee for Maternal and Child Nutrition Publications	To provide systematic mechanism for USDA and DHHS Agencies to report plans and progress related to maternal and child nutrition education to avoid duplication and facilitate coordination and make more effective use of resources.	Nutrition and Technical Services Division, Food and Consumer Service, USDA Brenda Lisi, Co-Chair NTSD Ann Prendergast, Co-Chair Maternal and Child Health Bureau, HRSA	Brenda Lisi, NTSD Doris Dvorscak, SFPD
16. Interagency Committee on School Health	The Committee is concerned with all Federal policies and federally supported or conducted programs and other activities related to the promotion and implementation of school health programming in elementary and secondary schools. The purpose of the ICSH is to increase the overall effectiveness of Federal efforts to provide leadership to improve the education and health of school-aged children and youth through promotion and implementation of school health programs.	Interagency Committee on School Health ICSH Co-Chaired by the Assistant Secretary for Health of the U.S. Department of Health and Human Services and the Assistant Secretary for Elementary Education of the U.S. Department of Education, or their designees. John T. MacDonald, Ph.D. Assistant Secretary for Elementary and Secondary Education, Department of Education Philip Lee, M.D. Dr.P.H. Assistant Secretary for Health, Department of Health and Human Services	Amanda Manning, Associate Administrator
Integrated Services Subcommittee	To track legislation with regard to coordination within.	Co-Chairs: Cheryl Austein, Director Office of Planning and Evaluation, DHHS Ricky Takai, M.D., Director Multi-Level and Special Populations, ED	Patricia Daniels, NTSD

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Committee	Purpose	Responsible Office	FCS Representative(s)
17. Head Start Nutrition Education Advisory Committee	<p>1) To review the present needs for nutrition education for children, staff and parents of Head Start,</p> <p>2) Consider existing preschool nutrition curricula, audiovisuals and other materials</p> <p>3) Consider how Head Start grantees can critique the sources, and</p>	<p>Early Childhood Health Branch Maternal and Child Health Bureau, Health Resources and Services Administration U.S. Public Health Services Dept. of Health and Human Services</p> <p>Denise Sofka, DHHS Nutrition Specialist</p>	<p>Dr. Martha Poolton, NTSD Jane Mandell, NTSD Holly McPeak, NTSD</p>
	4) Make recommendations to the Head Start Bureau for a comprehensive nutrition education action plan.		
18. Child and Adult Care Food Program Advisory Committee	To advise FCS Headquarters staff on training needs and materials for the Child and Adult Day Care Food Program.	<p>Child Nutrition Division, Food and Consumer Service, USDA</p> <p>Lori French, Acting Chair</p>	<p>Jane Mandell, NTSD Holly McPeak, NTSD Sandy Lefler, CND Helen Bickford, CND Jim Gatley, CND</p>
19. Advisory committee for the Implementation of the National Health and Safety Performance Standards	<p>Guidelines for Out-of-Home Child Care Programs.</p> <p>To promote use of National Health and Safety Standards in Out-of-Home Child Care Programs.</p>	<p>DHHS - Maternal and Child Health Bureau</p> <p>Denise Sofka, Project Officer</p> <p>Dr. Carol Kuhns, Project Director National Resource Center for Health and Safety in Child Care</p>	<p>Jane Mandell, NTSD</p>

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Committee	Purpose	Responsible Office	FCS Representative(s)
20. Federal Interagency Child Care Group	To facilitate communication and coordination of work among federal personnel working with child care programs.	DHHS - Administration for Children and Families Helen Smith, Child Care Division Denise Sofka, Infant and Child Health Bureau Maternal and Child Health Division	Jane Mandell, NTSD Holly McPeak, NTSD

21. Building Better Eating Habits

A four color **brochure**, and a companion **poster** (in two sizes), visually presents the basic concepts of the Food Guide Pyramid in an easy to read format. The main themes: EAT PLENTY of breads, grains, rice, cereal and pasta; EAT MORE fruit and vegetables, EAT SOME beans, lean meats, low fat milk products and EAT LESS fats, oils and sweets. The booklet introduces the concepts of serving sizes versus helpings, how to cut down on fat in the diet and how to determine if the recommended number of servings from the food groups are being met. Recipes included. Development funded by the Food Stamp Program. Printing FY95.

Target Programs: ALL

Contact:

Elaine McLaughlin/NTSD/HQ
(703) 305-2554

22. Celebrating Diversity

This **booklet** was developed as a cooperative effort between USDA and DHHS to assist nutrition educators in communicating effectively with people from a variety of cultural backgrounds to promote the health of children and families. It suggests strategies for using food as a communication tool, skills for communication in a multi-cultural environment and strategies for working within a community. The publication was disseminated to WIC and NET programs in September 1994.

Target Programs:
WIC, NET

Contact:

Brenda Lisi/NTSD/HQ
(703) 305-2554

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23. Community Nutrition Education Cooperative Agreements

Cooperative agreements were funded by FCS to foster the development of community networks to better integrate nutrition education service and resources and to reach large numbers of food assistance program recipients outside of traditional program-centered delivery systems. Projects have developed consortia to design, implement and evaluate their nutrition education program. A technical assistance contractor will provide on-going assistance on evaluation and community partnerships. Agreements began September 1994. Completion planned September 1996. Funded with research and evaluation funds from Food Stamps, WIC and Child Nutrition accounts.

Target Programs: All

Contacts:

Jill Randell/OAE/HQ
(703) 305-1112

24. Research Conference on Effective Nutrition Education for Low Income Americans

FCS plans to sponsor a nutrition education research conference to: 1) identify nutrition education methods that reach and address the

needs of the lower SES population and tools to evaluate the effectiveness of the methods; 2) develop a research agenda for the future; 3) find out from practitioners in the field what they feel FCS should be doing; and, 4) develop a profile of our population based on information developed for market research. The conference will convene in early 1995. A contractor will provide logistical support for the conference.

Target Programs: ALL

Contact:

Pat McKinney/OAE/HQ
(703) 305-2126

B. REGIONAL EFFORTS

1. Bi-Regional Child Nutrition Director's and NET Coordinator's Conference

The State Child Nutrition Directors and NET Coordinators from the MWRO and SERO held a **meeting** in Atlanta to share outstanding State and local training projects aimed at implementing Dietary Guidelines in all Child Nutrition Programs. In addition, training was conducted on the national guidelines for conducting needs assessment for Child Nutrition Program training. A booklet of the training projects presented and displayed was distributed at the conference at minimal cost to the Agency.

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Completed April 1994. Funded with discretionary monies.

Target Programs;

NSLP, CACFP, SBP, SFSP, NET, CACFP

Contact:

Joi Hatch/SERO
(404) 730-2631

will include multiple segments from the CNN "Healthy Eating" series with dubbed in nutrition education messages for Food Program recipients. Copies of this master video will be loaned to States to provide to welfare offices, WIC clinics, food distribution sites, etc. to be played in client waiting rooms. In Progress - Started January 1994. Funded with discretionary monies.

Target Programs:

WIC, FSP, FDPIR, TEFAP

Contact:

Sara Harding/SERO
(404) 730-2588

2. SERO Nutrition Consortium

A consortium of nutritionists in SERO will serve as a clearinghouse for all nutrition issues that affect FCS Programs. This consortium will also work to coordinate and implement nutrition projects to increase the awareness of nutrition and wellness of employees at SERO. In Progress - Started July 1994. Cost: none.

Target Programs:

FSP, WIC, SNP

Contact:

Nena Bratianu/SERO
(404) 730-2612

4. Southwest Interagency Nutrition Group (SWING)

The Southwest Interagency Nutrition Group (SWING) is a **partnership** which is made up of regional office representatives from the Food and Consumer Service, USDA; the Public Health Service and the Administration for Children and Families, DHHS; the Rehabilitation Services Administration, USDA; and State agencies that are engaged in the delivery of nutrition services and/or nutrition education.

The mission of SWING is to promote better nutrition for all families in the States of Region VI/Southwest Region through facilitating interagency coordination and collaboration in the implementation of the Nutrition Recommendations developed by the Maternal and Child Health Interorganizational

3. CNN Videotaped Nutrition Education Segments

A project to provide nutrition education **video messages** to FCS Food Program participants will be done in conjunction with CNN. The project will initially involve the production of one closed-loop master-copy videotape that

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Nutrition Group (MCHING) at its 1990 Conference, Call to Action: Better Nutrition for Mothers, Children, and Families.

SWING's organizational structure is similar to the MCHING's and is one of its Regional Links. SWING is divided into three subgroups to better address the MCHING recommendations for different populations: 1) Children with Special Health Care Needs (CSHCN) Task Force, 2) Women, Maternal and Infant (WM&I) TaskForce, and 3) Child and Adolescent (C&A) Task Force.

SWING met in 1992 and 1993 to address recommendations for Children with Special Health Care Needs. A 1994 meeting will review the Women, Maternal and Infant recommendations. Child and Adolescent recommendations to be discussed in FY95.

Target Programs:ALL

Contacts:

Susan Mayer/SWRO
(214) 767-0220

Louise Lapeze/SWRO
(214) 767-0234

5. SWRO Intra-agency Nutrition Education Initiative

Recognizing that all FCS employees are in the business of nutrition, the SWRO developed and implemented **a campaign to increase all regional employees' nutrition knowledge** and awareness. A cc:mail bulletin board entitled "Nutrition Notes" provides employees region-

wide brief, up-to-date information about nutrition and wellness issues. Over 260 messages have been provided.

Our "Nutrition Resource Center" accommodates more detailed nutrition materials for use by the employees. And, our "brown-bag" lunch sessions involve employees in educational discussions, recipe sharing, tasting parties and videos.

Target Programs:
ALL SWRO Staff

Contact:
Louise Lapeze/SWRO
(214) 767-0234
Susan Mayer/SWRO
(214) 767-0220

6. Nutrition Education and Training through 1890 Universities

Regional Child Nutrition and Food Stamp Programs staff initiated **meetings** with Cooperative Extension Programs representatives from 1890 Universities to discuss coordinating efforts to expand nutrition education. These Extension Programs focus their efforts on low income, hard to reach clients. Our similar goals, i.e., providing nutrition education, safety and sanitation information, enable us to initiate information sharing--useful to both FCS and the Universities. The Food and Consumer Service and Cooperative Extension are exploring ways to work collaboratively to provide training in

I. Cross Cutting Activities

nutrition education, safety and sanitation to child care and family day care home participants, providers and sponsors and food stamp participants in the counties covered by the extension service. Discussions are being expanded to include State agencies.

Target Programs:

FSP, CACFP

Contact:

Ellen Wahlberg/SWRO
(214) 767-0252
Louise Lapeze/SWRO
(214) 767-0234

7. Food: Fuel for Disaster Workers, "Feeding Yourself Right During Disasters"

A trifold brochure jointly developed by MPO/FCS staff, the Mile High Chapter of the American Red Cross, the Colorado State Cooperative Extension Service, and the Dept of Aging of the Dept of Health and Human Services. Emphasizes proper diet for disaster workers who work long hours under stressful conditions. Suggests foods for "go kits" and ready-to-eat snacks that don't require refrigeration. Uses Food Guide Pyramid and recommends plenty of water and limiting caffeine drinks and food high in sugar, and urges exercise to reduce stress. Funding: Jointly by Extension Service, ARC, FCS, HHS-Dept of Aging.

Target FCS Programs:

FSP, SNP, FDP

Contact:

Stella Nash/NTS/MPRO
(303) 844-0308
Brian Allison/MPRO
(303) 844-0305

8. Food Labeling Workshops

MPR Office and the Denver District Office of the Food and Drug Administration jointly conducted six **workshops** in Colorado and Wyoming on the new food label. Presentations were made to FCS staff, health departments, agriculture industry groups as well as other government agencies. Provided materials and training to individuals who would use the information or teach others involved in labelling products or monitoring compliance with new regulations. Completed 1994.

Target FCS Programs:

USDA FCS-wide, industry, government groups in Colorado and Wyoming

Contact:

Stella Nash or
Vee Ann Miller/NTS/MPRO
(303) 844-0308

9. Nutrition Education Computer Screen Shows

Mountain Plains Regional Office put together a **computerized nutrition education** show covering the USDA Food Guide Pyramid, the

I. Cross Cutting Activities

Dietary Guidelines for Americans and the new Nutrition Label. The presentation graphically explains all three subjects during a program activated by a DOS prompt. Nearly 300 copies have been distributed free of charge at a cost to the agency of 80 cents per disc.

Target FCS Programs:
All MPRO Staff

Contact:
Stella Nash/NTS/MPRO
(303) 844-0308

10. Automated Nutrition Education Lessons

Basic Nutrition 101 is a **computer-automated project** that provides basic nutrition information and education in the workplace to program and field office staff. A dozen computerized lessons cover the Dietary Guidelines. Lessons can be accessed with LAN "Custom Application" menu selection and then choosing the category labelled "Basic Nutrition." It is also available via Folio. Lessons were made available on diskettes. After being listed in the FNIC newsletters, 88 copies of the diskette have been distributed.

Target FCS Programs:
All MPRO Staff

Contact:
Stella Nash/NTS/MPRO
(303) 844-0308

11. Nutrition in the Workforce

Mountain Plains Region established a **series of programs** to raise the nutrition consciousness of FCS employees. The programs are conducted during National Nutrition Month. The 1994 theme, "Nutrition Fuels Fitness," featured a talk by a local produce expert on how to handle and store fresh fruits and vegetables for quality. A supermarket that actively participates in the Five-A-Day" campaign provided a display of fresh produce for the event. In addition, members of the MPRO Nutrition Committee developed computerized messages to stimulate consumption of fresh produce through daily nutrition education messages. A contest was also held where points were awarded for consuming the fruit or vegetable of the day. Prizes were awarded to employees who garnered the most points during the month-long competition. Conducted annually.

Target FCS Programs:
All MPRO Staff

Contacts:
Stella Nash/NTS/MPRO
(303) 844-0308
Craig Forman/MPRO
(303) 844-0312

12. MPRO Nutrition Committee

Mountain Plains established a Regional Nutrition Committee in 1992 to further FCS

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goals in coordinating and expanding nutrition education activities in all programs, and to enhance and develop employee awareness and expertise, talents, and initiatives in the nutrition area. Committee members are drawn from all programs, public affairs, nutrition and technical services and field office staff. Ongoing since 1992.

Target FCS Programs: All

Contact:

Forrest Moore/MPRO
(303) 844-0300

13. "Food and Nutrition Needs for Minority Populations" Roundtable

Evidence demonstrates the serious health consequences of diets high in fat and cholesterol. A healthy diet is preventative medicine that Americans should follow. A USDA Minority Food and Nutrition **Roundtable** brought together more than 50 diverse minority organizations, medical, health and nutrition professionals and minority media representatives to discuss four main themes:

- 1) Identification of health problems related to nutrition and diets of minority populations.
- 2) New research and studies related to diet and nutrition of minority populations.
- 3) Food preparation and consumption of minorities.
- 4) Communicating to reach minority communities with healthful eating messages.

The Chicago roundtable was held July 11 and followed a national hearing held in February.

Other roundtable meetings can follow to address these issues. Cost: staff/personnel cost. Funding source: Office of Assistant Secretary/Regional Office discretionary. Targeted to minority organizations, health, medical, nutrition and minority media representatives.

Target FCS Programs: All

Contact:

Lawrence Rudmann/MWRO
(312) 353-1044

14. Wisconsin Nutrition Education Coordination Project

The MWRO organized a **meeting** with all Wisconsin nutrition education organizations that deal with FCS related programs to develop a project that will coordinate all their nutrition related activities. The goal of this project is to provide coordinated nutrition information to all clients of FCS food programs. Activities are ongoing.

Target FCS Programs:

FSP, FDP, CN, WIC

Contact:

Dave Mikelson/MWRO
(312) 353-6272

I. Cross Cutting Activities

15. Nutrition Education Initiative

A new **initiative** has been launched in the Midwest Region to focus on the nutrition education component of the FCS mission. The Nutrition Education Initiative includes a mission statement and a plan for each FCS Program in the Region covering nutrition education activities to be carried out during Fiscal Years 94/96. MWRO Employees have been asked to suggest an appropriate name for the Initiative. Cost is included in regular program technical assistance activities. Activities generated by the Initiative are ongoing through FY96.

Target Programs: All

Contact:

Robert Dean/MWRO
(312) 886-5300

16. Interagency Coordination Between FCS and EFNEP

Quarterly **conference calls** are held involving FCS Program personnel and the EFNEP Coordinators in the MWR States. The purpose is to coordinate and inform regarding nutrition education efforts carried out by all the parties involved. The EFNEP Coordinators are very interested in the nutrition and nutrition education functions of FCS Programs and FCS is interested in assisting and encouraging EFNEP to provide nutrition education to as

many FCS Program participants as possible. No costs other than for the conference call are involved. The activity is ongoing. No funds are expended.

Target FCS Programs: All

Contact:

Robert W. Dean/MWRO
(312) 886-5300

17. Virginia ROAP Nutrition Education Training Packet

A nutrition education **packet** has been developed and distributed for use as a resource to Virginia field office personnel that have review responsibilities for the Regional Office Administered Program (ROAP) in Virginia. A circulation copy remains available in the MARO NET resource library and may be requested for review. The packet provides field representatives with currently available material for use in ROAP training sessions and presentations. Materials are added and updated on an ongoing basis. Cost: none. In Progress (Ongoing) - Started March 1992.

Target FCS Programs:

NSLP, SBP, SMP, CACFP, SFSP, NET

Contact:

Michele Bouchard/MARO
(609) 259-5196

I. Cross Cutting Activities

18. NET NOTES - MARO Nutrition and Education Program Projects Directory

NET Notes is an ongoing project developed cooperatively by the MARO NET coordinators and the MARO NET Program. All MARO states annually provide **brief descriptions** of projects, resources and materials developed by state and local personnel. The MARO regional office compiles these project descriptions into a loose leaf binder book containing nine sections: Pregnant Teens, Infants, and Preschoolers; Breakfast; School Food Service; Students; Teachers; Special Needs Projects; Parent Involvement; Conferences and Resources. The notebook serves as a reference for sharing and coordinating efforts. The initial completion date was May 1992. The document is updated annually. Cost: \$250 for the initial binders. In Progress (Ongoing) - Started April 1991.

Target FCS Programs:
NET, NSLP, SBP, SMP, CACFP

Contact:
Michele Bouchard/MARO
(609) 259-5196

19. Multi-Cultural Calendar

In cooperation with the West Windsor New Jersey Cultural Commission, the MARO NET Program has developed a multi-cultural

calendar to be used for nutrition education activities both in the classroom and at the state agency level. Each month includes the dates of holidays, holy days and days of cultural significance of various cultural groups. A brief description of selected holidays is provided. The calendar is a classroom tool for coordinating nutrition education activities with a multi-cultural perspective. The calendar is updated annually and distributed to each NET state agency in the region. Single copies of the 1993 or 1994 calendar are available upon request. Cost: \$15.00 (card stock and spiral binders). In Progress (Ongoing) - Started December 1992.

Target FCS Programs:
NET, NSLP, SBP, CACFP, SFSP

Contact:
Michele Bouchard/MARO
(609) 259-5196

20. MARO WIC Conference

During this conference, MARO hosted a **panel discussion** to address how WIC can work with other federal food assistance programs to coordinate nutrition education strategies and to share WIC-developed nutrition education materials with other programs. Speakers included the Regional administrator, as well as representatives from the Pennsylvania and New Jersey Food Stamp Programs, Pennsylvania Child Nutrition Programs, MARO NET Program and New Hampshire Great Beginnings Program (EFNEP). The

I. Cross Cutting Activities

audience included state WIC and Food Stamp Program Directors from the region. Costs: minimal and funded from WIC discretionary funds. Completed May 1994.

Target FCS Programs:
WIC, FSP, NET

Contact:
Roxanne Robinson/MARO
(609) 259-5039

21. MARO Nutrition Education - Work Force Programs

Throughout the month of March 1994, the MARO Nutrition Committee conducted comprehensive nutrition education **programs for all MARO personnel**. These programs included a 14-part nutrition video training for employees and general session videos which covered healthy food selections and FDA labeling requirements. A highlight of the monthly celebration included the "School Breakfast Challenge" sponsored by the School Programs section. The "Challenge" encouraged the consumption of healthful breakfasts and emphasized the nutritional importance of breakfast. In connection with this project, a number of MARO staff reported better attention spans after eating a healthful breakfast. The participants in the challenge were rewarded with a breakfast tasting session in which breakfast items from the Healthy Menus and Recipes for the SFSP were sampled and evaluated. Cost: none. Completed April 1994.

Target FCS Programs: ALL

Contacts:
Barbara Martin/MARO
(609) 259-5138
Kim Jabat/MARO
(609) 259-5098
Michele Bouchard/MARO
(609) 259-5196

22. MARO Nutrition Committee

MARO established an **ongoing nutrition committee** which includes representation from all FCS programs. The committee was established to coordinate nutrition projects, to share nutrition information and resources and to foster optimum cooperation among FCS' programs in the region at all levels. In Progress (Ongoing) - Started September 1993.

Target FCS Programs: ALL

Contact:
Gaydra Chapuli/MARO
(609) 259-5014

23. New Jersey Nutrition Coalition

MARO staff actively participate in an **ongoing coalition** of federal, state and local governmental and professional health/nutrition organizations (i.e., New Jersey Cancer Society and Heart Association) which meets three times annually at the request of the New Jersey Department of Health to coordinate

I. Cross Cutting Activities

nutrition information and projects in New Jersey. The coalition also serves an advisory function regarding the New Jersey State Nutrition Plan. Activities projected for Fiscal Year 1994-95 include statewide nutrition efforts for Nutrition Month, special emphasis on low literacy populations and nutrition education efforts directed toward adolescent females. Cost: none - local travel only. In Progress - Started September 1989.

Target FCS Programs: ALL

Contact:

Michele Bouchard/MARO
(609) 259-5196

24. NERO Nutrition Education Council

Established in April 1994, the **council** began as a forum for staff to share nutrition information, resources and materials, become more knowledgeable of the initiatives underway and explore ways to foster coordination of efforts. The council is comprised of representatives from FCS programs, field staff and public affairs. The public affairs representative serves as coordinator for the council.

The council has defined its mission: "To coordinate and integrate the nutrition education information, particularly the Dietary Guidelines, provided to FCS program participants in order to assist participants in making healthful food choices."

The council is planning a regional nutrition conference for state and local personnel involved in FCS programs, advocates, health professionals, nutritionists, etc., to: 1) ensure the delivery of the Administration's message to everyone involved in delivering of FCS programs, 2) emphasize the interrelatedness of all of FCS' programs, 3) encourage the formation of partnerships or working relationships among federal, state and local groups, and 4) enhance information/resource sharing.

To further sharing, a nutrition resource guide of free, low-cost nutrition education materials is being developed. The guide will include multi-lingual, culturally sensitive resources and materials. The council serves as a point of reference for FCS employees through a monthly cc:mail bulletin board listing of scientific nutrition publications with the titles of the articles appearing that month. A council member is listed as the contact if staff is interested in the article. In July, the council arranged for a tour of the Human Nutrition Research Center at Tufts University.

Target FCS Programs:

All NERO Staff

Contact:

Cynthia Tackett/NERO
(617) 565-6412

25. WRO Nutrition Task Force

A **cross-program task force** of WRO staff, with backgrounds in nutrition, meets on an as-

I. Cross Cutting Activities

needed basis to coordinate Western Region program activities related to nutrition education and handle nutrition/nutrition education projects. No special funding.

Target Programs: All

Contact:

Mavis Buchholz/WRO
(415) 705-1314

26. Scoop du jour Newsletter

This **newsletter** is 8 pages and has been distributed since 1990. It is published quarterly to facilitate inter-state-WRO communication focused on child and adult nutrition program issues, accountability at the local SFA level, highlighted Child Nutrition Programs, and fiscal topics. Each issue covers news about the NET Program, and presents ideas on training and education. The WRO NETP Coordinator is responsible for this column. About 250 copies of the newsletter are distributed to State agencies, NET Coordinators, field offices, FCS staff, selected school districts, State Food Service Associations and advocacy groups. Cost: \$135 per issue; funded by CRE monies.

Target FCS Programs:

NSLP, CACFP, NET

Contact:

Susan Samson/WRO
(415) 705-1336

27. Coordinated Nutrition Education Projects

A primary objective of the MWRO is to **promote unified nutrition education messages** to the participants of all FCS food assistance programs. To further this goal, MWRO staff have been actively involved with the states of Illinois, Indiana and Wisconsin in 1994 and will target Michigan, Minnesota and Ohio in 1995. The Illinois Interagency Nutrition Council has been reestablished to network and share program information and enhance nutrition coordination efforts among programs. The Indiana Nutrition Coordinating Committee has initiated work on two coordinated nutrition education projects, a Health Education and nutrition curriculum on pregnant teens and a Teen Pregnancy Brochure. Wisconsin is beginning to form a coordinated nutrition committee. This committee has met several times to initiate the collaboration of FCS food assistance programs in providing consistent and meaningful nutrition education messages to the people of Wisconsin.

In FY94, the Supplemental Foods Program required the Midwest WIC State Agencies to develop, coordinate and implement nutrition education initiatives that would benefit recipients of FCS food assistance programs. To achieve this, regional administrative discretionary funds in the amount of \$40,000 were made available on a state proportionate basis to each of the six Midwest states.

All six states are now successfully involved in collaborative nutrition education endeavors with other FCS food assistance programs in their respective states. Following are the coordinated nutrition education activities by state:

- 1) Illinois (\$9,533) is developing self-study modules for children ages 1-5 years and postpartum women.
- 2) Indiana (\$5,351) is developing a Teen Pregnancy Brochure titled "Here's Help".
- 3) Michigan (\$8,047) has developed a pamphlet called "Eating for Health and Fun, Facts about Feeding Children Ages 1-5".
- 4) Minnesota (\$3,391) has organized a statewide teleconference on nutrition for infants, children and adolescents.
- 5) Ohio (\$9,952) will be conducting regional training on breastfeeding support and promotion to local service providers.
- 6) Wisconsin (\$3,726) is planning to conduct focus groups with FCS food assistance program participants to learn their nutrition education needs.

Cost/Source: \$40,000 WIC funds and contributions from other state/federal groups
Timeframe: 1994 and beyond.

Targeted FCS Programs:
WIC, FSP, CNP, CES, FDP

Contact:
Dr. Robert Dean
(312) 886-5300

II. National School Lunch and School Breakfast Programs

A. HEADQUARTERS EFFORTS

**Refer to: Section IV
Nutrition Education
and Training Program**

**Refer to: Section I
Cross Cutting Programs**

All States in the Southwest Region are participating in Project 2001, with a current total of 326 school food authorities and 2018 schools.

Target Programs:
SBP, NSLP

Contact:
Louise Lapeze/SWRO
(214) 767-0234

B. REGIONAL EFFORTS

1. Project 2001: Nutrition for a New Century

Project 2001: Nutrition for a New Century is a voluntary school nutrition **initiative** which is designed to assist in implementing the Dietary Guidelines for Americans in school nutrition programs. Project 2001 is designed to:

- 1) improve the nutritional quality of school meals by using the Dietary Guidelines in menu planning, in food procurement and preparation,
- 2) provide schools with camera-ready information sheets to inform parents and school personnel about the Dietary Guidelines and make positive statements about what their school is doing (or can do) to offer their children more healthful meals.

2. The Cajun Chef Collaboration

The Child Nutrition Section has initiated a **collaboration** between Cajun Chef John Folse and the Louisiana Department of Education. Chef Folse will be working with the Ascension Parish School Food Service in the areas of recipe review and development and marketing tasty, attractive and nutritious school meals to students. Numerous ideas are being explored to improve students' knowledge of food quality and healthy food choices.

Target FCS Programs:
NSLP, SBP

Contact:
Paul Schmitz/SWRO
(214) 767-0234

II. National School Lunch and Breakfast Programs

3. 5-Star Child Nutrition

A **task force** to encourage the development of lifelong healthy eating habits. Four main areas include: marketing, training, nutrition and nutrition education. Task force is developing materials and prototypes addressing four goals:

- 1) **Marketing** to improve the perception of meal programs for children measured by increased participation and public awareness.
- 2) **Nutrition** to provide children with nutritious, acceptable, tasty foods.
- 3) **Nutrition Education** to educate food service workers, teachers, child care personnel, children and parents about nutrition and healthy eating habits.
- 4) **Training** to increase the awareness and use of the variety of training materials available for child nutrition programs.

Plans include: Regional TV and radio advertising, flyers, speakers bureau, billboards, recipe standardization and cycle menu curriculum and a pilot project to introduce meal time as curriculum time in the elementary schools. A conference intended to bring ownership to lifelong healthy eating habits and increase awareness and use of the variety of training materials available to the Child Nutrition Programs is planned for Fall 1995. Conference targets local, State agency and regional food service directors, managers and workers, teachers and other local and county support groups. Agenda will include a hands-on computer workshop for nutrient analysis, the how-to and why of menu standardization and cycle menu planning and marketing techniques addressing parents, teachers,

administrators, principals, public and food service workers. Project is ongoing.

Target FCS Program: All CNP

Contact:

Mary Jane Getlinger/MWRO
Child Nutrition Programs
(312) 886-5519

4. Nutrition Management for Children with Special Needs in CN Programs

A **national conference** co-sponsored by the Midwest Region Food and Consumer Service, National Food Service Management Institute, Ohio Department of Education and the Region V United States Public Health Service was held in Columbus, Ohio, November 7-9, 1993. Conference was designed for leaders in Child Nutrition, Public Health Nutrition and Special Education to identify disabilities which require nutrition management, interpret federal regulations related to nutrition management for children with special needs, identify team members to provide management for children with special needs, suggest training needs to implement nutrition management for children with special needs and develop networks to serve as models for other states. Completed November 7-9, 1993.

Target FCS Program: All CNP

Contact:

Mary Jane Getlinger/MWRO
(312) 886-5519

II. National School Lunch and Breakfast Programs

5. TEAMS for Healthy Kids

"TEAMS for Healthy Kids" is a concept developed by MARO's Child Nutrition Advisory Task Force to improve the school meal programs and encourage children to make healthful food choices. "Teams for Healthy Kids" uses nutrition education, a model school policy, professional development, public relations and partnerships/teamwork to achieve that goal.

The task force was made up of local, state and federal volunteers. It included parents, public relations officials, and representatives from a variety of public and private health and education organizations. The Cooperative Extension Service was also represented.

The task force developed tools to help states and schools implement the initiative. These tools are presented in two kits—one for states and another for local coordinators/teams. A sample orientation agenda for local team coordinators is provided to state agencies in the state kit. A set of transparencies presents information on the link between diet, health and readiness to learn and to encourage local enthusiasm for the "Teams for Healthy Kids" projects. Project assessment tools are included in the state kit. There are two resource books; one for information and materials, and one for potential team partners. The package should be available by Sept. 94. Cost: not yet calculated. In Progress - Started May 1992.

Target FCS Programs:
NSLP, NET

Contacts:

Barbara Martin/MARO
(609) 259-5138
Richard Mallad/MARO
(609) 259-5045

6. CNP Task Force Resource Guide

Initially intended as a component of the "Teams For Healthy Kids" project packet, the task force members **expanded the resource guide** as an additional task force product. The guide provides a listing of resource information and partnership agencies, and identifies where to obtain current materials pertaining to nutrition education, food service, sanitation and safety, and partnership building. The resource guide provides a bibliography of the materials available by category and format and summarizes how to obtain materials and restrictions on their use. Each entry includes a brief description of the material listed. The guide is in a printed, three-hole punch format to facilitate annual updates. The MARO NET Program is coordinating annual updates, if interested persons wish inclusion of their materials. The 1993 guide was distributed in April 1994. Single copies are available upon request, and copies may be placed on disk format if a disk is supplied. The 1994 update is in progress and is projected for release by the close of the 1994 Fiscal Year. Cost: \$200 (initial printing). In Progress (Ongoing) - Started June 1993.

Target FCS Programs:
NET, NSLP, SBP

II. National School Lunch and Breakfast Programs

Contacts:

Michele Bouchard/MARO

(609) 259-5196

Barbara Martin/MARO

(609) 259-5138

7. "Encouraging Your Child to Make National School Lunch Healthy Choices" Fact Sheet

This single page, back-to-back **fact sheet** is written for parents and provides simple tips for parents to help their children make healthful food choices. The fact sheet encourages parental involvement and emphasizes variety in healthful food choices. This idea was adopted by HQ and turned into the "Parents Guide" that was nationally distributed. Cost: not yet determined. Distribution in Progress - Started 7/94.

Target FCS Programs:

NSLP, NETP

Contacts:

Michele Bouchard/MARO

(609) 259-5196

Barbara Martin/MARO

(609) 259-5138

Margarita Maisterrena/MARO

(609) 259-5079

III. Child and Adult Care Food Program/ Summer Food Service Program

A. HEADQUARTERS EFFORTS

**Refer to: Section IV
Nutrition Education and
Training Program**

1. Breastfed Babies Welcome Here

A packet of three materials designed to assist child care providers in promoting and supporting breastfeeding through the Child and Adult Care Food Program. The packet includes a poster that can be displayed in homes and centers where parents will see it. There is also a mother's guide that providers can use to promote breastfeeding and provide information on how to transition breastfed infants into a child care setting. Finally, the packet provides a guide for providers on how to care for breastfed babies and how to handle and store breastmilk. Distribution of the packet began in 6/94; A reprint was funded in 9/94.

Target Programs:
CSF, WIC

Contact:
Brenda Lisi/NTSD/HQ
(703) 305-2554

B. REGIONAL EFFORTS

1. Nutrition Resource Guide for Child Care

A loose-leaf **notebook** containing five sections covering: the child care provider, the young child, healthy meals and snacks, nutrition education activities, and resources. This guide is to provide current, relevant nutrition information related to the stages of a child's development. This guide was intended for child care providers, including center/agency directors, teachers, monitors, and food service workers, working in CACFP. This was a contracted project, developed by the Univ. of GA, Georgia Center for Continuing Education; cost for development \$13,234. Copies will be sent to FCS regions, NTS, and FNIC. Completed July 1994. Funding: SERO ROAP NET.

Contact:
Joi Hatch/SERO
(404) 730-2631

2. What's in a Meal? A Resource Manual for Providing Nutritious Meals in the CACFP

A 1-1/2 inch loose-leaf **notebook** containing sections on: nutrition, recipe modification,

III. Child Care and Adult Care Food Program/ Summer Food Service Program

food labeling, feeding infants, food handling and sanitation, ethnic foods, recipe evaluation and crediting foods. This manual is intended to assist Child and Adult Care Food Program (CACFP) personnel in providing quality and nutritious meals which comply with CACFP meal pattern requirements. Completed February 1994, reprinted June 1994.

Contact:

Julie Mikkelsen/MWRO
(312) 886-5514

3. Coordinated Agencies CACFP Nutrition Education Initiative

This is an ongoing project in which the MARO CACFP unit, the Virginia field offices and the Virginia Cooperative Extension Service have coordinated their efforts to provide nutrition education to the CACFP Regional Office Administered Program (ROAP) in Virginia. These joint efforts include specialized **workshops** for specific CACFP audiences based upon the expressed training needs of that audience. MARO CACFP has worked with the Virginia field staff to provide intensive two-day workshops which highlight menu evaluation, the use of weights and measures, hands-on training and meal pattern requirements.

Virginia regional ROAP workshops were held with Cooperative Extension Service staff in spring 1994. These workshops provided nutrition education teaching techniques and

introduced age appropriate nutrition education materials. Cooperative Extension Service also will be an active participant in the Annual Virginia Family Day Care Sponsor Conference to be held in the fall of 1994. Cost: Activities are funded out of Food Program Administration funds. In Progress - Started August 1990.

Contacts:

Thomas Leverich/MARO
(609) 259-5139
Juliana Vicario/MARO
(609) 259-5056

4. Promotion of Breastfeeding in the CACFP

In response to a departmental initiative to promote breastfeeding, the MARO CACFP unit nutritionist researched a wide variety of materials on the subject and located an excellent pamphlet entitled "Breastfed Infants and You, A manual for Child Care Providers." This publication had been provided by the National Child Nutrition Project of Philadelphia, PA. MARO **purchased camera-ready copies and** distributed them to over 450 child/adult day care centers and to over 3,500 day care home providers participating in Virginia ROAP CACFP. MARO's camera ready copy has been loaned to several state agencies outside the region. Cost: data not available. Completed September 1991.

Contacts:

Thomas Leverich/MARO

III. Child Care and Adult Care Food Program/ Summer Food Service Program

(609) 259-5139
Lucy Mao Sigmund/MARO
(609) 259-5074

5. Annual Virginia Family Day Care Sponsor Conference

This is an **annual conference** for Virginia family day care sponsors and was initiated in 1989. It was originally organized by the MARO CACFP unit and is now completely operated by the sponsors, themselves, with MARO support. This conference has included major sessions on nutrition education and will continue to do so. Dr. Hertzler of Virginia Polytechnic Institute, will be a keynote speaker at the '94 Conference. Cost: Activities funded out of Food Program Administration funds. In Progress (Ongoing) - Started Fall 1989.

Contact:
Thomas Leverich/MARO
(609) 259-5139

6. Child and Adult Care Food Program Resource Guide

The CACFP unit has developed, and has submitted for print, a **resource guide** based upon the MARO Task Force Nutrition Resource Guide but targeted toward the specific needs and interests of the CACFP sponsors. Descriptions of materials are included in a bibliography listed by topic and format of materials. The resource guide

describes procedures for obtaining materials of interest, limitations or restrictions on the use of materials, and includes hot lines and toll free numbers. Cost: estimate \$200 (printing). In Progress - Started October 1993.

Contacts:
Michele Bouchard/MARO
(609) 259-5196
Thomas Leverich/MARO
(609) 259-5139

7. SFS Program Healthy Meals Initiative

In a cooperative venture with the Pennsylvania NET Program, **copies of the Healthy Menus and Recipes For the SFSP were purchased** from the Pennsylvania NET Program. The notebook provides SFSP menus and recipes which meet the Dietary Guidelines. Nutrition, food safety and sanitation tips are also included. A copy was purchased for each Virginia SFSP sponsor and distributed during FY94 sponsor training. All sponsors receiving materials were given an attitudinal pre-test; a post-test will be mailed in August. Sponsor menus developed prior to and after training will be analyzed and compared using regional office nutrition software. Sponsors will receive general menu planning suggestions based upon the results of the analysis. Cost: \$2,500 (printing). In Progress - Started Sept '93.

Target FCS Programs:
SFSP

III. Child Care and Adult Care Food Program/ Summer Food Service Program

Contacts:

Michele Bouchard/MARO

(609) 259-5196

Alan Crane/MARO

(609) 259-5134

8. SFS Program Special Audiences Nutrition Education

In addition to the general SFSP sponsor nutrition education initiative, MARO collected and compiled a variety of **ethnic recipes** and nutrition information for sponsors that serve significant numbers of minority children. MARO also compiled and distributed nutrition education materials providing guidance on serving special needs children. Cost: none. Completed May 1994.

Contacts:

Michele Bouchard/MARO

(609) 259-5196

Alan Crane/MARO

(609) 259-5134

9. Philadelphia Latino Nutrition Committee

MARO officials and representatives from Philadelphia's Hispanic community have organized a **nutrition committee** to discuss strategies that will highlight the importance of nutrition in health, and how FCS programs can help the community establish and achieve

sound nutritional goals. The committee is currently exploring a five-week food preparation and nutrition class targeting young parents, making emergency food assistance donations available at more local-level agencies and using the point-of-contact with the client to provide nutritional counseling, and bringing fresh fruits and vegetables for sale to the community enabling residents to have ready-access to fresh produce in their diets. Cost: To be determined. Completion date: ongoing.

Target FCS Programs:

SFP, TEFAP

Contact:

Pat Cumiskey-Czeto/MARO

(609)259-5088

IV. Nutrition Education and Training Program

A. HEADQUARTERS EFFORTS

**Refer to Section I:
Cross Cutting Activities**

1. The Strategic Plan for Nutrition Education

The NET Strategic Plan contains a philosophy statement which describes the scope and benefits of the Nutrition Education and Training Program's organizational purpose. The plan outlines measurable program goals which detail what NET is trying to achieve by the year 2000.

The document identifies major strategic and specific tactics to promote healthy eating habits for our nation's children. The plan is used as guidance by federal and State planners to develop and implement NET Programs and to provide nutrition education services to children, their parents, their caregivers and food service personnel. Completed in Spring 1993. Funding Source: Section 6 for printing 300 copies.

Contact:
Jane Mandell/NTSD/HQ
(703) 305-2554

2. Needs Assessment Guide for the Nutrition Education and Training Program

This guide is written in a "how-to" format and provides information on planning and conducting a needs assessment as described in the NET Program regulations. Detailed information on the use of various needs assessment methods (i.e. written surveys, interviews, focus groups) is included in the Appendices. Training on using the guide was provided at four USDA regional conference in spring 1994.

Contact:
Jane Mandell/NTSD/HQ
(703) 305-2554

3. National NET Conference "Nutrition Education: Bridging the Gap Between Food and Health"

The National NET Conference will be held in Baltimore, MD in April, 1995. The conference will address the current issues facing the nutrition education and training community.

Contact:
Jane Mandell/NTSD/HQ
(703) 305-2554

IV. Nutrition Education and Training Program

4. Evaluation Guide for the NET Program

Currently being written, this **guide** will be formally introduced and distributed in April, 1995 at the National NET Conference. The guide will be a basic evaluation primer that is tailored to the area of nutrition education communications in federally funded child nutrition programs. The guidelines will include a complete discussion of formative, process and summative evaluation. The implications, uses, obstacles and expectations of each type of evaluation will be presented with examples applicable to nutrition education and training projects in schools and child care settings.

Contact:

Jane Mandell/NTSD/HQ
(703) 305-2554

5. Nutrition Education Personnel Guidelines

Currently being developed, these **guidelines** will identify the roles and responsibilities of nutrition education personnel working in child nutrition programs at the local, state, regional and national levels. The guidelines will be reviewed and distributed at the 1995 National NET Conference.

Contact:

Jane Mandell/NTSD/HQ
(703) 305-2554

B. REGIONAL EFFORTS

1. MARO/NERO Coordinated NET Program Conference

This two and one-half day **conference** was held in Princeton, New Jersey. The conference coordinated nutrition education efforts between the two regions and emphasized the role of the needs assessment and evaluation components of the NET Program management process. Outside speakers included presentations from the John Stalker Institute, John Hopkins University, NJ Dept of Health, Rutgers University and Penn State. A state-by-state summary of activities is available for review. A single video copy of the general sessions is also available for loan. Cost: Activities funded out of FPA funds for each region. Completed April 1994.

Contacts:

Michele Bouchard/MARO
(609) 259-5196
Sandy Remancus/NERO
(617) 565-6427

V. Special Supplemental Food Program for Women, Infants and Children

A. HEADQUARTERS EFFORTS

1. Healthy Foods, Healthy Baby Video

Based on a survey of State interest, copies of the video in both English and Spanish were purchased from the Philadelphia Department of Public Health and distributed to WIC and CSF Programs July 1994. The videos were designed to be culturally and linguistically appropriate for the target audience. They were developed to complement the "Healthy Foods, Healthy Baby" booklet previously developed by Philadelphia and disseminated by FCS to WIC and CSF Programs. Together the video and booklet are used to motivate young women to take good care of themselves and to eat healthful diets during pregnancy.

Target Programs:
WIC, CSF

Contact:
Brenda Lisi/NTSD/HQ
(703) 305-2554

2. Preschooler Nutrition Activity Booklet

This booklet is under development in 1994. The booklet is intended for distribution in WIC and CSF programs as an educational tool for use with preschoolers. The booklet will provide age-appropriate activities for children related to nutrition. The booklet also will provide tips to parents and teachers on how to help children eat healthful diets. Evaluation and printing in 1995.

Target Programs:
WIC, CSF

Contact:
Brenda Lisi/NTSD/HQ
(703) 305-2554

3. After You Deliver: Healthy Tips for Moms

This pamphlet is under development in 1994. It will be provided to women participants as they "exit" the WIC program. The pamphlet will contain information on healthy eating and the importance of folic acid, breastfeeding, substance use and child immunizations as required by the 1993 Agriculture

V. Special Supplemental Food Program for Women, Infants and Children

Appropriations Act. The pamphlet will undergo formative evaluation; printing FY95.

Target Programs:
WIC, CSF

Contact:
Rhonda Kane/SFPD/HQ
(703) 305-2730

The videotape will provide current information about the severe effects of alcohol use during pregnancy and is intended to motivate women not to drink during pregnancy.

Contact:
Doris Dvorscak/SFPD/HQ
(703)305-2730

4. How WIC Helps

This **brochure** was distributed to WIC programs in July 1994. The pamphlet is a revision of an earlier publication and is intended for use as an educational tool with pregnant and breastfeeding women. The pamphlet includes a description of the WIC Program and its benefits. It also includes information on nutrition and the Food Guide Pyramid, breastfeeding, and substance use. A Spanish version is anticipated in 1995.

Contact:
Doris Dvorschak/SFPD/HQ
(703) 305 - 2730

6. Breastfeeding Promotion Consortium

Since June 1990, the Department has hosted meetings of the Breastfeeding Promotion **Consortium** to exchange information and consider joint efforts to promote and support breastfeeding. Over twenty-five national organizations participate, including major health professional associations, advocacy organizations and Federal agencies.

Contact:
Alice Lockett/SFPD/HQ
(703) 305-2730

5. Fetal Alcohol Syndrome (FAS) Videotape

FCS is developing a **videotape** on the topic of FAS—one of the leading causes of birth defects in the United States. It will be targeted to Native American women of child-bearing age.

B. REGIONAL EFFORTS

1. Nutrition Education for Young Children Teaching Aids and Ideas

Developed and disseminated as part of a joint FCS/Choctaw Nation of Oklahoma "Let the

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Learning Begin, Nutrition Education for Young Children" **workshop** presented at the Southwest Region's May 1994 WIC "Partners In Growth" Conference, this 100-page handout is self-described as a potpourri of nutrition education ideas. Information contained within the document includes journal articles on nutrition education for young children, puppet patterns, stories, mobile suggestions, and bulletin board and display ideas. Completed: May 1994. Funding Source: Choctaw Nation of Oklahoma WIC.

Contact:
Louise Hankins/SWRO
(405) 231-4788

2. SWRO Nutrition Education Coordinators Meetings

The SWR WIC Nutrition Coordinators **convene quarterly** to share nutrition services information among State agencies, provide new information regarding nutrition services that is beneficial to the State's management of nutrition services, and to promote the coordination of nutrition services information among State agencies and Program Partners (e.g., MCH, Headstart, etc.). These meetings have promoted "teamwork" among State and regional staff and have resulted in cooperative efforts in developing and obtaining nutrition education materials, planning of conferences, and the development and implementation of studies. This initiative began in FY92 and is ongoing.

Contact:
Susan Mayer/SWRO
(214) 767-0220

3. SWRO WIC Breastfeeding Conference

The Texas WIC program received \$20,000 dollars to **host and coordinate a regional meeting** to promote World Breastfeeding Day. This meeting was held in conjunction with La Leche League. Through breakout sessions and exhibits, State and local agency staff were offered the opportunity to receive the latest research information and breastfeeding promotion ideas. Completed July 1994. Funding source: WIC discretionary monies.

Contact:
Susan Mayer/SWRO
Supplemental Food Programs
(214) 767-0220

4. SWRO Partners in Growth Conferences

In 1992, the SWR saw the necessity of devising a strategy of advance measures to deal with the challenges of growth in the WIC Program. Knowing there was growing support in Congress for full funding, the SWR decided that routine spending analyses and communications with States would no longer be sufficient to help States manage their programs. An **action plan** was developed that

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addressed the need for intensive instruction and training in program operations for all levels of WIC staff, including high-level State health department officials.

The most visible component of this initiative was the series of "Partners in Growth" conferences: meetings held to convene FCS staff, State agency managers and local agency staff to discuss growth issues as they relate to full funding. Significant portions of these conferences focused on nutrition education and how growth will effect methods of delivery. At the most recent conference May 15-18, 1994, in Little Rock, Arkansas, 21 hours of the conference agenda was devoted to nutrition education topics. This initiative began in FY 1992 and growth initiatives are ongoing. Funding source: WIC discretionary monies

Contact:
Susan Mayer/SWRO
(214) 767-0220

5. Breastfeeding, A Tradition of Love

The New Mexico Native American Breastfeeding Coalition developed **two posters** promoting breastfeeding that present unique cultural and traditional differences of the Pueblo culture. The Indian Tribal Organization WIC Programs received discretionary funds to produce the posters at a cost of \$3.00 per poster. These posters depict Pueblo women breastfeeding in natural settings with family members looking on. The women

are featured in both traditional and modern dress. One of the posters focuses on working mothers. The breastfeeding mother is featured

at home and at work; the photos are artfully presented in a way that image portrayed is one of harmony. This unique initiative was a collaborative effort of the coalition, which is comprised of the seven WIC ITOs and the IHS area nutritionists, and meet the unique needs of the Pueblo culture. The New Mexico ITOs received a National WIC Award for FY94 for this initiative. Completed: FY94. Funding source: WIC Discretionary monies.

Contact:
Susan Mayer/SWRO
(214) 767-0220

6. Magnetic Story Boards

The Texas WIC program has received discretionary funds to **purchase magnetic story board kits** for all of their local agencies and clinic sites. These magnetic boards use the same concept as felt boards, except with the magnetic boards, the graphics can be much more exciting. Graphics for the magnetic boards are screen printed on a laminate material with a magnetic back, providing a durable, vibrant visual aid. In addition to the purchased lessons of "The Food Guide Pyramid", weight gain during pregnancy, weight control, anemia, and shopping smart, the kits contain materials to develop visuals for locally developed lesson plans. These kits include a folding magnetic board, 200 visuals,

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additional magnetic strips for development of additional visuals, color markers and a carrying case. Each kit costs approximately \$225 each. Completed: FY94. Funding Source: WIC Discretionary funds.

Contact:

Susan Mayer/SWRO
(214) 767-0220

7. A New Deal: Nutrition Education Cards

The Louisiana WIC program received discretionary funds to revise and update their participant nutrition education **handouts**. The result is slick and colorful 4 inch by 9 inch cards that participants will be proud to keep and use. A series of cards were developed for each category of participants. The cards feature pastel shadow graphics that are overlaid with the printed nutrition message. Each card focuses on a specific topic. For example, card C-1 for children focuses on "Feeding Your One Year Old". The cards have letter codes corresponding to the category and numbers for topics (i.e., C - Children, 1 - feeding your one year old) that aids clinics in ordering. 7500 copies of the cards were printed at a cost of \$1,200. Completed: FY 94. Funding source: WIC discretionary monies.

Contact:

Susan Mayer/SWRO
(214) 767-0220

8. Facilitated Nutrition Education

New Mexico WIC has developed a method for delivering nutrition education utilizing **trained facilitators**. This method has revolutionized the way New Mexico delivers nutrition education by making the participant a part of the process. Participants enjoy these facilitated nutrition education sessions so much they are reluctant to leave when the time is up.

To foster the State's efforts the SWRO provided for the printing of the facilitators guides and materials. A major part of the facilitated process is to introduce the nutrition topic utilizing nutrition videos. New Mexico was given discretionary funds to purchase videos and equipment for each of their clinic sites. Three of the videos in this library were developed by EFNEP for WIC. "Healthy Eating for a Healthy Baby" is for pregnancy and weight gain, "Baby Talk" focuses on the developmental stages of infants and how they relate to feeding, and "Food Guide Pyramid" relates fun food activities for children and parents (especially fathers) to the Food Guide Pyramid. Completed: FY94, updated as needed. Funding: WIC Discretionary monies.

Contact:

Susan Mayer/SWRO
(214) 767-0220

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9. "Give Me Five"/ "Dame Cinco"

Give Me Five and Dame Cinco are nutrition education **videos** that utilize a shopping market tour to educate participants on selecting at least five fruits and vegetables a day. This video was developed by the New Mexico WIC Program in collaboration with the New Mexico EFNEP program for use with the WIC and FMNP. Completed: FY93 (English version) FY94 (Spanish version). Funding Source: WIC discretionary monies.

Contact:

Susan Mayer/SWRO
(214) 767-0220

10. Untitled Folic Acid Videotape

The Public Health Service has recommended that all women of childbearing age in the U.S. who are capable of becoming pregnant should consume 0.4 mg. of folic acid daily to reduce their risk of having a pregnancy affected with spina bifida or other neural tube defects. To help convey this message to their clients, the Chickasaw Nation of Oklahoma WIC is producing a **videotape** on folic acid to be shown in the exit interview with the postpartum woman. The videotape will be approximately eight minutes in length and will stress the importance of folic acid for all

women of child bearing age plus highlight common dietary sources. Projected Completion: December 1994. Funding Source: Discretionary monies.

Contact:

Billie Elliott/SWRO
Oklahoma Field Office
(405) 231-4788

11. Region V Public Health Nutrition Conference

In September, 1994, the Midwest Region is planning a three day MCH/WIC **conference** for Midwest State Public Health Nutritionists responsible for delivering nutrition services to maternal and child programs. The purpose is to address current issues, and information in the area of maternal and child health. The conference will feature nationally recognized speakers and discussions on current nutrition issues. State and federal WIC and MCH nutrition staff collaborated fully in conference planning and selection of agenda topics. One day will be devoted entirely to discussions on WIC nutrition services concerns. The conference is sponsored by the University of Minnesota School of Public Health. Cost: Undetermined. Some DHHS funds involved.

Contact:

Shree Mohanty/MWRO
(312) 353-6667
Mariel Caldwell/DHHS
(312) 353-1387

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12. Better Health: The Nutrition Advantage

The Northeast Regional Office of the Supplemental Food Programs along with the Maine Department of Health WIC Program sponsored their annual **Regional Nutrition Meeting**, June 9, 1994. The meeting entitled **Better Health: The Nutrition Advantage** offered a variety of topics including: 5-A-Day For Better Health: The National Campaign, The Effects of Caffeine on Pregnancy Outcome, The Facts About HIV Sero-conversion from Breastmilk: Policy Recommendations and Why Iron is Becoming a Controversial Nutrient. There were over 200 participants at the conference from every State in the Northeast Region. Participants represented such varied programs as EFNEP, School Lunch, Hospitals, Food Stamps and WIC local and State agencies.

Participant evaluations of the meeting were extremely positive. Many of the participants commented on networking and sharing information. Completed June 1994. Funding: discretionary monies.

Contact:
Candice Stoiber/NERO
(617) 565-5475

13. Maine Multi-Media Evaluation

The NERO has sponsored the **evaluation** of the Maine Department of Health WIC Program, Multi-media project. In a previous year NERO sponsored the development of Multi-media modules in the area of clinic services. These modules included: What is WIC?, Eligibility Screening Tool, Breastfeeding, Healthy Habits, The Shopping Game and Smoking Cessation.

The study will evaluate, module effectiveness, which type of media (full action video, graphics, text) is the most effective, acceptance of repeated viewings and is staff time impacted. This evaluation should lead to the successful use of multi-media technology in the WIC Program. Mark Byron, Maine WIC Program, has been asked to present the Maine Multi-media project at the American Dietetic Association Annual meeting. In Progress - July 1994. Funded with discretionary monies.

Contact:
Candice Stoiber/NERO
(617) 565-5475

14. New Hampshire Multi-Media Project

The Northeast Regional Office sponsored the enhancement of the Maine Multi-Media

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Project through the **conversion of the Maine modules to CD-ROM technology.**

Additionally NERO has sponsored the development of new modules including the topics of Dental Health and Immunizations. The conversion of the Maine modules to CD-ROM technology will enhance the implementation of multi-media projects in the WIC Program.

Additionally, New Hampshire worked with the Maine WIC Program to keep duplication to a minimum. This partnership allowed the New Hampshire WIC Program to develop these modules with the advantage of the Maine experience. In Progress - July 1994. Funded with discretionary monies.

Contact:

Candice Stoiber/NERO
(617) 565-5475

15. Massachusetts Training Center

The Northeast Regional Office has sponsored the development of a comprehensive, competency-based **training program** with the Massachusetts WIC Program. In addition to providing local agency staff training on administrative issues, nutrition services training is provided to both professional and paraprofessional staff. This nutrition service training includes, assessment, certification and nutrition education modules. The training is for new employees and will also provide

continuing education. Training will assist the WIC Program in providing concise and consistent nutrition messages. Completed December 1993. Funded with discretionary monies.

Contact:

Candice Stoiber/NERO
(617) 565-5475

16. WIC in a Box

MARO staff are conducting a two year project with the DC WIC Program. Using MARO '94 and '95 discretionary funds, the District will collect effective, and state-of-the-art nutrition education materials, establish a clearinghouse to evaluate and share these materials.

Materials under review include computerized education, information kiosks, model education programs, menus, recipes, cooking techniques, etc. The District will ensure that the nutrition education messages emphasize diets lower in fat and sodium. Total project cost is \$16,000 and will be completed in Fiscal Year 1995.

Contact:

Delores Stewart/MARO
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Maria Elena Martinez/D.C.WIC
(202) 673-6746

17. Strive for Five Video

Using MARO '94 discretionary funds, the District of Columbia WIC Program developed

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a 15 minute **video** for WIC mothers to increase the consumption of fresh fruits and vegetables. A guide will also be produced. The project is in its final stages and will cost \$27,000.

Target FCS Programs: WIC and Farmers' Market Nutrition Program

Contact:

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(609) 259-5163
DC WIC -
Maria Elena Martinez
(202) 673-6746

18. On-Call Nutritionists

Using MARO '93 discretionary funds, the D.C. WIC Program implemented a **project** called On-Call Nutritionists which provides a pool of qualified nutrition professionals trained to provide WIC services. These nutritionists are available to local staff on an on-call basis to perform client certifications, assessments, counseling and nutrition education services as well as help with special projects.

Training sessions have been conducted preparing the nutritionists to work with local WIC agencies. The District has found that the on-call program has been instrumental in enabling the State to offer extended clinic hours without putting an additional burden on the existing clinic staff. The nutritionists are not a staff addition to any one local agency. This flexibility has proven invaluable for the

District as new projects and initiatives have developed. This on-going project cost \$99,900.

Contact:

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(609) 259-5163
DC WIC Maria Elena Martinez
(202) 673-6746

19. The WIC Breastfeeding Club

With MARO '94 discretionary funds, the District of Columbia's WIC Program established a WIC Breastfeeding **Club** in collaboration with local hospitals, and public and private agencies, such as Healthy Start, March of Dimes, La Leche League and local retail stores. Club members receive breastfeeding information, support, and assistance through various approaches. Membership is open to all WIC mothers who partially or exclusively breastfeed. These sponsors assisted in providing in-service training sessions, motivational materials and support. This on-going project cost \$19,500.

Contact:

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(609) 259-5163
DC WIC - Maria Elena Martinez
(202) 673-6746

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20. Breastfeeding Video - Giving You the Best That I Got, Baby

Using MARO '93 discretionary funds, the Maryland WIC Program in cooperation with Johns Hopkins University developed a **video** aimed at addressing the negative perceptions of breastfeeding held by many African American WIC participants. The State agency implemented a comprehensive breastfeeding education program initiated at WIC clinics using the video as an effective tool. The WIC video, a breastfeeding teacher's guide for WIC staff, and a prototype baby calendar/scrapbook for breastfeeding mothers are available for reproduction.

Obtaining the cooperation of Anita Baker, an African American pop singer, to be the central spokesperson promoting breastfeeding was very favorably received by the WIC population. The video discusses how to overcome the barriers of breastfeeding and presents information about how breast milk is produced and techniques for successful breastfeeding. The male role in breastfeeding is also expertly introduced. This project was completed in 1993 and cost \$25,000.

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Maryland WIC -
Connie Webster
410-225-5231

21. Mother Matters

Using MARO '94 discretionary funds, the South Central Community Action WIC Program in Pennsylvania provided a series of **free classes** to WIC mothers on topics affecting their health and the health of their children. This on-going project cost \$2609.

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(609) 259-5163
Pennsylvania WIC -
Loretta Miller
(717) 783-1289

22. APPLE- Active People Promoting Low-Cost Eating

With MARO '94 discretionary funds, the Blair County, Pennsylvania WIC Program established a **project using volunteers** to teach WIC participants economical ways to enjoy healthy foods. A volunteer coordinator was hired and education materials collected for a library, and volunteers were recruited to organize the lending library. Other volunteers were recruited to present children's activities which are coordinated with the monthly nutrition education topic presented to adults. This on-going project cost \$20,265.

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Contact:

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Loretta Miller
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23. Folic Acid Video

Using MARO '94 discretionary funds, the Pennsylvania WIC Program developed a seven minute **video** to educate women of childbearing age about the importance of adequate folic acid intake, good sources of folic acid, with emphasis on WIC foods, and the potential risks of excessive folic acid intake. Project cost was \$10,000. The video is due to be completed in early 1995.

Contact:

Delores Stewart/MARO
(609) 259-5163
Pennsylvania WIC -
Loretta Miller
(717) 783-1289

24. Low Iron Formula Video - As the Bottle Turns

Using MARO '93 discretionary funds, the Pennsylvania WIC Program developed an award winning **video** which dispelled the misconceptions about the problems associated with iron-fortified formula. Clinics in Pennsylvania have been using the innovative

video in targeted nutrition education sessions to counter requests for low iron formula. The Pennsylvania Academy of Pediatrics endorsed the video and presented its endorsement at the end of the video. The video discusses the medical reasons for providing iron fortified formula in language and dialogue easily accepted by the target population. The video was produced in 1993 and cost \$8,500.

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(717) 783-1289

25. Breastfeeding Support Video

The Pennsylvania WIC Program used MARO '93 discretionary funds to develop an eight minute, culturally appropriate breastfeeding **video supported by pamphlets**. The video discusses commonly perceived barriers to breastfeeding and is designed to motivate a pregnant WIC client to consider breastfeeding as an attractive, viable infant feeding decision. Video completed in 1993; cost - \$8,500.

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(609) 259-5163
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Loretta Miller
(717) 783-1289

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26. The WIC Road Show

Using MARO '94 discretionary funds, a local agency in Pennsylvania designed and **purchased a small, portable TV/VCR unit** within a sturdy briefcase which will permit videotaped topics to be presented to adults and children to enhance and expand nutrition education offered at its satellite clinics. This project is in its final stages of completion and cost \$3490.

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support network to encourage breastfeeding. Policies, procedures and patient education materials were revised in support of breastfeeding and the Baby Friendly Hospital Initiative. Breastfeeding counselors were hired, trained, and oriented to hospital procedures. The counselors used flow sheets to record education and assistance. They also conducted weekly childbirth counselling sessions at the hospital concentrating on breastfeeding.

The incidence of breastfeeding increased tremendously as a result of the initiative. Before the initiative was implemented an average of 15 percent of the women breastfeed for total infant feeding. After the initiative was implemented, an average of 90 percent of the women in the hospital chose to breastfeed their infants as the sole feeding source for the babies. This on-going initiative cost \$47,748.

Contact:

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(609) 259-5163
Pat Barnes
Virgin Islands WIC-
(809) 773-9157

27. Baby Friendly Initiative

The Virgin Islands WIC Program used MARO '93 discretionary funds to obtain the support of the medical community in the implementation of the Baby Friendly Hospital Initiative which is designed to increase breastfeeding. **Two nurse/physician teams were trained** at Grady Memorial Hospital in Atlanta in lactation management and they, in turn, trained hospital staff.

The hospital team and WIC staff coordinated with various groups such as La Leche League and community prenatal clinics to establish a

28. Five a Day and the Use of WIC Foods Video

Using MARO '94 discretionary funds, the Virginia WIC Program developed a 12 minute **video** geared to participant education. This video promotes the consumption of fresh fruits

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and vegetables and addresses how to include additional servings of fruits and vegetables in a diet containing WIC foods. Project cost is \$10,000. Expected completion in early 1995.

Target FCS Programs: WIC and Farmers' Market Nutrition Program

Contact:

Delores Stewart/MARO
(609) 259-5163
Margaret Tate/VA WIC
(804) 786-5420

Virginia provided a **weight control class** to the public in Wood County. The project was designed to address a common nutritional risk, obesity. The class was offered at the WIC clinic site. The class was a two session course, which was repeated two additional months. This 1994 project cost \$1000.

Contact:

Delores Stewart/MARO
(609) 259-5163
Linda Myers /W VA Wic
(304) 558-0030

29. Puppet Show for Head Start

The Mid-Ohio Valley local agency in West Virginia used MARO '94 discretionary funds to create & present a **puppet show** on healthy eating to WIC and Head Start children in 9 counties. This on-going project cost \$1500.

Contact:

Delores Stewart/MARO
(609) 259-5163
Linda Myers/W VA WIC
(304) 558-0030

31. SERO Breastfeeding Coordinator's Meeting

In September 1994, SERO state breastfeeding coordinators exchanged information on ways to improve their breastfeeding promotion and support programs. One of the highlights of the **meeting** was the presentation of preliminary findings from the breastfeeding peer counseling evaluation project jointly sponsored by SERO, WIC and the Division of Nutrition in CDC/DHHS, and the Mississippi WIC Program. The group also discussed practices related to purchasing/ renting/ leasing breast-pumps; issues about collaboration. Cost: none.

Target FCS Programs: WIC

Contact:

Nena Bratianu/SERO
(404) 730-2612

30. Weight Control Class

Using MARO WIC '94 discretionary funds, the Mid-Ohio Valley local agency in West

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A. HEADQUARTERS EFFORTS

Refer to Section I:

Cross Cutting Activities

See Item 6: Interagency Task Force for
Native American Nutrition Education

B. REGIONAL EFFORTS

1. FDPIR Nutrition Education Project

Through a **collaborative effort** with State FD staff and Extension agents in Mississippi and North Carolina Nutrition education lessons were developed for use by 4-H youth programs. The purpose of the project was primarily to target children of families receiving commodity foods to provide them with instruction on the basics of nutrition and food preparation. Costs for both projects totaled \$1854. Completed September 30, 1993. Funded with special funds for nutrition education for FDPIR.

Contact:

Paul Boaz/SERO
Karen Dean/SERO
(404) 730-2616

2. Nutrition Basics Workshop for Title VI and FDPIR Staffs

A **project**, based upon a nutrition education proposal submitted by Sac & Fox Nation of Oklahoma, to address the need for more nutrition education for FDPIR and Title VI-NPE (Nutrition Program for the Elderly) staff in the Southwest Region, this project had three major goals. Goal 1 was to work with the ONAP Advisory Committee composed of FDPIR & Title VI-NPE directors to complete an assessment of nutrition education needs and identify workshop objectives. Goal 2 was to develop workshop format and outline based upon needs/objectives and locate, produce, print, and/or purchase workshop materials/resources. Goal 3 was to conduct a nutrition education workshop for SWR FDPIR and Title VI-NPE directors and staff. Completed: FY 93. Funding Source: Regional FDPIR nutrition education project allocation monies

Target FCS Program:

FDPIR and Title VI-NPE

Contact:

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Oklahoma Field Office
(405) 231-4788

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3. "More Than Something To Eat" A Nutrition Education Manual for FDIR

A 3-inch wide, loose-leaf **notebook** designed to provide basic information regarding nutrition and nutrition education activities. Intended to serve as a "starting place" for planning nutrition education presentations and projects, the manual is composed of nine sections: FDIR overview, nutrition basics, facts about commodities, food storage and sanitation, teaching tips and techniques, nutrition education ideas and activities, needs assessment, recipes, and resources. The manual contains duplication masters as well as copies of additional topic-related pamphlets/brochures. Updated in 1993, the manual includes the Food Guide Pyramid. The overall goal of the manual is to assist Indian Tribal Organizations in making ongoing nutrition education efforts an active and integral component of their food distribution programs. Completed: 1st edition April 1992. Revised: 2nd edition March 1993. Funding Source: discretionary monies.

Contact:

Louise Hankins/SWRO
Oklahoma Field Office
(405) 231-4788

4. "Smart Start: Food, Fitness and Fun" Nutrition Education Manual for 3-5 Year Olds

A **cooperative project** involving the Oklahoma City Area Indian Health Service, the Pawnee Service Unit, and FCS SWRO. The 1 1/2 inch wide loose leaf notebook was designed to promote good nutritional health and exercise for 3-5 year old Native American children, thus helping to reduce obesity-related diseases in Native American populations. Composed of five sections: 1) basic information on nutrition and achieving dietary balance using the recently released Food Guide Pyramid; 2) nutrition and exercise activities; 3) stories and rhymes; 4) snack ideas; and 5) references, this manual was developed by the Nutritional Sciences Department of Oklahoma State University's College of Human Environmental Sciences.

The manual addresses the role of commodity foods and FDIR to the diet of many Native American families. Completed: June 1992. Funding Source: Oklahoma City Area Indian Health Service and USDA-FCS.

Target FCS Program:
WIC, FDIR

Contact:

Louise Hankins/SWRO
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(405) 231-4788

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5. **Untitled Videotape, Instructor's Manual & Posters**

Presently in development, the Chickasaw Nation of Oklahoma is producing a **videotape** consisting of a series of three to four minute nutrition education mini-lessons regarding the nutrition, storage, and use of commodity foods plus the use of commodity foods in modified diets. This format will not require the entire video to be viewed in one sitting, but rather allow one or more concepts to be highlighted as clients are waiting to be receive their commodities. The video will have an accompanying instructor's manual that contains additional lesson plan information, tips, ideas, and resources that can be utilized to expand each video segment. Nutrition education posters will further enhance the videotape's messages. Projected Completion: December 1994. Funding Source: Regional FDPIR nutrition education project allocation monies.

Contact:
Louise Hankins/SWRO
Oklahoma Field Office
(405) 231-4788

6. **New Mexico FDPIR Nutrition Education Pilot Project**

Based within the Five Sandoval Indian Pueblos, Inc. FDPIR, this two-year nutrition

education project is based on the Southwest Region's FDPIR nutrition education **manual**, "More Than Something To Eat", and provides trained staff to work with representatives from each of the four New Mexico FDPIRs. The project's purpose is to increase nutrition knowledge and awareness as a means to improve health and nutrition in the communities and homes and thereby reduce the incidence of nutrition-related health problems among low-income Native Americans and other families participating in the food distribution program. Projected Completion: September 1994. Funding Source: Regional FDPIR nutrition education project allocation monies.

Contact:
Louise Hankins/SWRO
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(405) 231-4788

7. **Food Guide Pyramid Magnet**

Mountain Plains FDPIR staff purchased 3-1/2-inch-tall **refrigerator magnets** of the USDA Food Guide Pyramid and distributed them to participants in the Food Distribution Program on Indian Reservations (FDPIR). The magnets serve as a visual nutrition education tool that can be used by Indian households. The pyramid presents a general guide for choosing a healthful diet from a variety of foods and the right amount of calories to maintain a healthy weight. 30,000 magnets were purchased, which allowed for distribution to all FDPIR recipients in the Mountain Plains Region as

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well as to other households. Cost for manufacturing of the magnets, which included artwork (shared with NERO), packaging and shipping was \$6,823.50. Distributed in June and July 1993. Funded with FY93 nutrition education allocation project monies.

Contact:

Sally Soja/MPRO
(303) 844-0366

et cetera for use during food demonstrations are being purchased. All of the tribes that have demonstration tables plan to purchase cooking equipment, which will cost an estimated \$9,120. Funded with FY94 FDPIR administrative money.

Contact:

Sharon Bates/MPRO
(303) 844-0366

8. Food Demonstration Tables

Twenty-three **food demonstration tables** were purchased for Indian tribal organizations to do commodity food demonstrations for FDPIR clients. Using commodity foods, clients are presented with a nutrition education tip, technique or principle. The tables are kept at each FDPIR warehouse on the reservations. MPRO paid \$31,550 to manufacture 23 tables. Tables were delivered to the tribes between June 1993 and June 1994, according to when they were completed and when tribes could accept delivery. Funded with FY 93-94 nutrition education allocation monies.

Contact:

Sally Soja/MPRO
(303) 844-0366

10. Pyramid Puzzles

The **puzzles** are in the shape of the USDA Food Guide Pyramid and are intended to be a nutrition education tool that can be distributed to FDPIR participants to help illustrate the Food Guide Pyramid. The Pyramid emphasizes foods from the five major food groups, each of which provide some, but not all, of the nutrients people need. The Pyramid also outlines the number of servings a person should have daily from each food group. The puzzles are especially useful in teaching children about healthy eating. 1,000 puzzles were ordered, at a total cost for purchase and shipping of \$1,086. Puzzles were shipped May 1994. Funded with the FY94 nutrition education appropriation.

Contact:

Sally Soja/MPRO
(303) 844-0366

9. Cooking Equipment

Cooking equipment such as convection ovens, blenders, utensils, electric skillets, crockpots,

VI. Food Distribution Program for Indian Reservations

11. VCRs/Monitors

20" integrated **color monitor/VCRs** will be purchased for 18 tribes at a cost of \$545 per unit. Units were ordered for tribes expressing an interest in having them in their FDPIR warehouses. These units will be used to present nutrition and health messages via videos. A small supply of nutrition videotapes will be supplied to the tribes and they will also be provided with a list of organizations that loan or provide free nutrition-related videotapes. We will continue to encourage use of Food and Nutrition Information Center as an excellent source of materials. Delivery is scheduled for August 1994. Funded with FY94 nutrition education appropriation.

Contact:

Sharon Bates/MPRO
(303) 844-0366

12. FCS/EFNEP Nutrition Education Project

Since May 1990, MPRO staff have been actively involved in developing and implementing a special Expanded Food and Nutrition Education Program (**EFNEP**) project. Beginning in Fiscal Year 1991, a Native American staff from each of the two Wyoming FDPIRs has been employed as a nutrition assistant. The assistants were trained by Wyoming State EFNEP staff located on the Wind River Reservation, which is jointly shared by the Shoshone and Arapaho Tribes.

The assistants provide regular nutrition education activities for FDPIR participants and others on reservation. Activities include one-on-one home lessons, small group sessions, cooking demonstrations/ taste tests, activities at local and school health fairs and community commodity cookoffs. Cost: \$20,718 per year. This is an ongoing project. Funded through FDPIR administrative budgets.

Contact:

John Merz/MPRO
(303) 844-0366
Stella Nash/MPRO
(303) 844-0308

13. Oneida FDP Nutrition Education Project

The Oneida FDP Nutrition Education Project is a **series of 10 classes** in which students (maximum 10) are stimulated to learn about and become more aware of nutrition related health problems in their community, including: diabetes, obesity, hypertension, heart conditions etc. The classes are taught in coordination with the University of Wisconsin Cooperative Extension Service. A certificate of completion and material perks are provided only to those students who have perfect attendance. An additional requirement of project participants is to perform a community service project.

The first series of this project began in the spring of 1993. The third and current series is in progress and should conclude by August 1, 1994. The first and third projects were funded

VI. Food Distribution Program for Indian Reservations

with special nutrition education funds, appropriated by Congress. Oneida's 1994 grant amount is \$1,807.

Contact:

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14. Menominee FDP Nutrition Education Project

The Menominee FDP Nutrition Education Project's goal is to improve individual and family health of FDPIR participants and community youth. Through a variety of educational activities conducted primarily by a trained nutritionist through home visits, project FDPIR participants will have an opportunity to sample various foods, learn recipe preparation and learn how to change eating habits that may reduce the risk of health disorders. The target population to be affected by this activity is approximately 150 persons.

The nutritionist will also provide education to the community's youth (10-15 Summer School students) as part of a multidisciplinary team effort through classroom training and laboratory experimentation.

The first project began in the summer of 1993 and lasted six months. The second and current series is in progress and has the same duration as the first. These projects have been funded with special nutrition education funds, appropriated by Congress. Menominee's 1994 grant amount is \$9,603.

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15. Bois Forte FDP Nutrition Education Project

The Bois Forte FDP Nutrition Education Project involves contracting with the Minnesota Extension Service to provide nutrition education to FDPIR participants on how to more effectively use their commodity packages, stretch food dollars and create healthy meals. The FDPIR staff will also receive a one week training from the Extension Service on nutrition, meal preparation, and food safety. Approximately 300 individuals will be served by the grant

The project was initiated in the summer of 1994 and will be last six weeks. It has been funded with special nutrition education funds, appropriated by Congress. Bois Forte's 1994 grant amount is \$4,013.

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16. Community-Based Nutrition Education Projects

Recognizing that nutrition education is most effective and sustainable when planned and implemented with the perspective of the target

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population in mind, WRO granted money earmarked for nutrition education to **projects** proposed by Indian Tribal Organizations (ITOs) participating in FDPIR. For 1994, nine projects were chosen which utilized proven methods of community education and outreach. The projects in progress range widely in budget and scope including several projects working to train community members to become peer educators; popular activities such as recipe contests and cooking demonstrations; a workshop for elementary school teachers; and one unique project to adapt an EFNEP booklet, Eating Right is Basic, for Native Americans.

The WRO reallocated funds to extend the success of one project to a growing community that had not originally applied for grant money. That project entailed a workshop for K through 3rd grade teachers on the Food Guide Pyramid and distribution of nutrition curriculum packets specially designed for Native American children.

In addition, the WRO is continuing to promote sustainable projects and collaboration among ITO's. One effort was the development and distribution of a Nutrition Education Projects and Resource List to all ITO's participating in FDPIR in the Western Region. In Progress - Started February 1994.

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(415) 705-1340

17. FDPIR Cookbook

A **booklet** containing commodity recipes submitted by participants in FDPIR throughout the region. Recipes were taste-tested, and winners selected to receive prizes. Includes nutrient analysis of all recipes, as well as serving suggestions to meet Dietary Guidelines. Also, the booklet contains information about Native foods, traditional food practices, and their role in maintaining health. Estimated cost: \$3,500 for 1,000 copies. In Progress - started FY93, to be completed September '94. Funded with FDPIR nutrition education monies.

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Laura Walter/WRO
(415) 705-1340

18. Nutrition Education Flier

One-page **handout** with topical information about nutrition for Native Americans. First issue discusses Dietary Guidelines, School Meals Initiative, and includes a recipe highlighting under-utilized commodities. Participants can respond about dietary changes they have made to receive a prize for innovative practices. In progress - started May '94, to be completed August '94. Funded with FDPIR Nutrition Education monies.

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Laura Walter/WRO
(415) 705-1340

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19. Indian Food Advisor Training

This **long-term project**, developed by South Puget Intertribal Planning Agency FDPIR and Washington State Cooperative Extension Service, trains participants to act as nutrition resource specialists for their communities. The Extension Service Community Food Advisor Program was modified with tribal input to be culturally sensitive, and target the needs of Native Americans.

The course consists of eight all-day training sessions held on the reservations of participating tribes. A tribal elder presents information about native plant and animal foods and traditional practices. FCS staff have assisted with training on topics such as Dietary Guidelines, food safety, diabetes, and use of commodity foods to ensure a healthy diet.

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